

The equivalence of metaphora categories in business news articles found in *Kompas* and the Jakarta post newspapers

¹ Erika Sinambela, ² Syahron Lubis, ³ Roswita Silalahi, ⁴ Amrin Saragih

¹ English Literature Department, Universitas HKBP Nommensen, Medan, Indonesia

^{2,3} Linguistics Department, Faculty of Cultural Sciences, University of Sumatera Utara, Indonesia

⁴ Linguistics Department, Faculty of Art and Culture, University of Negeri Medan, Indonesia

Abstract

This article deals with investigation of equivalence of metaphors categories (MC) in Business news articles (BNAs) found in Indonesian newspapers, i.e. *Kompas* and the Jakarta Post. Metaphors can be divided into smaller categories such as (1) structural/conceptual metaphors (Str), (2) orientational metaphors (ori), and (3) ontological metaphors (ont). The analysis focused on the two questions, i.e. (1) What types of MC exist in BNAs of the two newspapers (*Kompas* and The Jakarta Post)? (2) Which types of MC frequently exist in BNAs of the two newspapers? The results of the analysis can be concluded that (1) all MCs were used in BNAs, i.e. Str, Ori, and Ont with different amount. (2) the Str MC was dominantly used, i.e. 66.6%. Whilst for the rest were Ori (20.0%) and Ont (13.3%) respectively. This article also consists of 6.6% the equivalence shift happened in ont MC → Ø (common word/phrase) and 6.6% str MC → Ø (common word/phrase).

Keywords: metaphor, news articles, business, equivalence, shift

1. Introduction

Metaphor is not only the subject of literary analysis, but also linguistics. As linguistic subject matter, the study of metaphors is hotly debated and much researched by linguists. The question arised that why are linguists concerned with metaphors as the stuff of poets? The only answer has to do with cognitive linguistics - a powerful new way of looking at both language and thought—and with them metaphor. Unlike earlier models of language, which considered language apart from other cognitive abilities, cognitive linguistics sees language as interacting with perception, memory, and reasoning.

2. Review of Related Literature

According to Lakoff & Turner (1989) ^[12], many creative poetic metaphors can be justified on the same ground – they both combine and refine some already shared, independent metaphorical concepts. This kind of creativity is internal to consistent thought, and does not require an active role of linguistic expression.

The importance of metaphor as the subject of research in linguistic field was strengthened by Lakoff and Johnson (1980: 3) ^[10] by mentioning that metaphor is pervasive in everyday life, not just in language but in thought and action. Our ordinary conceptual system, in terms of which we both think and act, is fundamentally metaphorical in nature. Further they say that the essence of metaphor is understanding and experiencing one kind of thing in terms of another. Metaphors may thus be said to structure our understandings as metaphors have entailments through which they highlight and make coherent certain aspects of our experience (1980: 5, 156).

Some cognitive linguists such as Lakoff (1987) ^[11], Lakoff-Johnson (1980) and Kövecses (1998, 2005a, b, etc.) ^[8] Who recognised what an important role metaphors play in our understanding such basic concepts of our world, like life,

argument, love, thought and society, and so forth. Metaphors, according to them are not just superfluous, though pleasant rhetorical devices, but an indispensable property of our thinking and conceptualisation (see Kövecses, 2005: 14) ^[7]. They view, the essence of metaphor is understanding and experiencing one kind of thing, in terms of another (see Lakoff & Johnson 1980: 5).

Further they clarify that in cognitive terms, conceptual metaphors combine two domains: a concrete, well bounded 'source domain' and an abstract 'target domain'. The target domain (e.g. *emotions, ideas, society, politics, economy, human relations, communication, time and events*, etc.) is understood in terms of the source domain (e.g. *the human body, health, illnesses, buildings, machines, animals, plants, sport, games and forces*, etc.) (compare Kövecses, 2005 b: 32-45). The mechanism through which this happens is mapping, i.e. the source domain is mapped onto the target domain.

Fowler, (1991:47) ^[6] says that in journalism, the writer rarely has control over the values and beliefs that a reader could deduce from the use of language in a text.

Metaphors can be divided into smaller categories such as (1) structural/conceptual metaphors, (2) orientational metaphors, and (3) ontological metaphors.

2.1 News Articles and Translation

Nowadays news articles might be said to be the basis of communication as they are the main source which delivers most up-to-date news on social life, culture, politics, etc. to the audience. The language of this type of news articles is characterised by publicistic register which is different from other registers both in writing strategies and functions. Biber and Conrad, (2009:113) ^[2] and Bitinienè, (2007:11) ^[3] mention that publicistic register is considered to be the means of mass communication.

Bitinienė, (2007:62) says that it is possible to say that headlines are the “medium” which communicates and interacts between the author and the reader. Headlines have very specific thematic functions: they usually express the most important topic of the news items (Dijk, 1985:69) [5]. In other words, headlines represent the main ideas of the articles in a condensed form, thus, very often “a forcible and informative element” is included so that the headline could intrigue the reader (Bitinienė, 2007:65) and capture his/ her attention (Rich, 2010:259) [15]. Marcinkevičienė, (2008:176) [13] concludes that two types of headlines could be identified: (1) subject headline (the one which defines the subject of the article), (2) thesis headline (the one which includes the main thesis of the article and, therefore, allows to present a subjective opinion).

2.2 Metaphor and Newspaper

News is one abundant source of real discourse. Since “society is pervaded by media language” (Bell, 1991:1) [1], news influences much of our lives. It has attracted significant research interest. Krennmayr (2011:276) [9] mentions that newspaper texts, being high in informational content, contain a relatively low proportion of verbs. According to her, this picture may be different for other kinds of spoken language such as educational talk, for which Cameron (2003, 2008) [4] found a high proportion of metaphorically used verbs compared to other word classes.

3. Methodology

This study adopts a qualitative research method which includes

method and technique of collecting data, method and technique of analyzing data as well as method and technique of presenting the analysis. Descriptive qualitative method is used in conducting the research.

The data needed for the analysis based on the contents of metaphor in Business, in the two newspapers – Kompas and The Jakarta Post as the data source..

3.1 Technique of Data Analysis

In this study, the data collected were analyzed by using technique of interactive model suggested by Miles, Huberman, and Saldana (2014) [14]. There are several steps of analyzing the data, i.e. (1) data collection, (2) data condensation, (3) data display, and (4) data verification/conclusion. The descriptions of the steps above are drawn in the following figures.

3.2 Results and Discussion

The Equivalence of MC in BNAs

The following table consists of eight data related to the equivalence of MC in BNAs. The data are taken from Kompas daily and are matched with the equivalence version from the Jakarta Post daily. After the display of the data on the table, then they are analyzed in order to find the process of the equivalence of the MC. An arrow symbol [→] is used to indicate whether the type of MC in T1 is transferred with the same MC in T2 (equivalent) or not (shift).

Table 1: The Table below shows the equivalence of MC in BNAs.

No. Data	The Equivalence Results	MC
B1	T1: <i>Kemarin, rupiah juga melemah tipis sebesar 0,18 persen di posisi Rp 12.113 per dolar AS</i> T2: The rupiah weakened by 23 points to Rp 12,103 per US dollar from Rp 12,080 in trading among banks on Monday fternoon	Ont Ont
B2	T1: <i>Nilai tukar rupiah terhadap dolar Amerika Serikat (AS) menguat</i> T2: The rupiah strengthened on....	Ont Ont
B4	T1: <i>AirAsia X kembangkan pasar Jepang dan Korsel</i> T2: The X Air Asia expands to Japan and S.Korea	Ori Ori
B5	T1: <i>Jokowi-Kalla Terpilih, Rupiah Bisa menguat ke Level 10.000?</i> T2: Jokowi-Kalla were elected, rupiah can strengthen to 10,000 level	Ori Ori
B7	T1: <i>....sedang berupaya melakukan yang lebih baik, dengan pertumbuhan sektor ekonomi yang relatif sehat...</i> T2: <i>...is doing well, with relatively healthy growth in economic sector.</i>	Str Str
B8	T1: <i>....secara keseluruhan pertum-buhan ekonomi lebih sehat dibanding masa lalu....</i> T2: The overall economy still seems healthier than it was in the past...	Str Str
B9	T1: <i>.....perusahaan kelihatannya sehat, tetapi tidak sedikit yang tidak...</i> T2: <i>....companies are looking healthy. But plenty are not at all fit.</i>	Str Str
B10	T1: <i>Pemerintah puas dengan pertumbuhan ekonomi yang sehat...</i> T2: The government now boasts robust economic growth	Str Str
B11	T1: <i>Pemerintah telah melakukan hal yang sehat ditandai dengan pertumbuhan di beberapa sektor....</i> T2: The government <i>has done well</i> , with relatively healthy growth in some sectors	Str Str
B12	T1: <i>Pemerintah puas dengan pertumbuhan ekonomi yang sehat....</i> T2: The government now boasts robust economic growth	Str Str
B13	T1: <i>Kondisi ekonomi yang aman mendorong stabilitas bank</i> T2: Benign economic conditions have encouraged stable banks	Str Str
B14	T1: <i>sebenarnya penyakitnya ter-letak pada hasil putusan di tahun 1992</i> T2: The malady 's origins lie in a 1992 decision	Str Str
B15	T1: <i>.....inilah hasil dari ekonomi dan demokrasi yang pincang...</i> T2: <i>.....it is the product of a crippled economy and a crippled democracy.</i>	Str Str

3.3 Analysis

Data B1

T1 : *Kemarin, rupiah juga melemah tipis sebesar 0,18 persen di pposisi Rp 12.103 per dolar AS..*

T2 : The rupiah weakened by 23 points to Rp 12,103 per US dollar from Rp 12,080.....

Data B1 shows the T1 metaphor (M) *melemah* ('weakened') in sentence *Kemarin, rupiah juga melemah tipis sebesar 0,18 persen di pposisi Rp 12.103 per dolar AS..* was categorized as ontological MC and in T2 weakened in sentence The rupiah weakened by 23 points to Rp 12,103 per US dollar from Rp 12,080.... was also categorized as ontological MC. It is said so, because common within this sphere was personification, where human qualities were assigned to dead objects. Therefore, it can be concluded that ontological MC in T1 was transferred as the same MC as in T2. [ontological MC → ontological MC].

Data B2

ST : *Nilai tukar rupiah terhadap dolar Amerika Serikat (AS) menguat....*

TT : The rupiah strengthened on....

Data B2 shows the T1 M *menguat* 'strengthens' in sentence *Nilai tukar rupiah terhadap dolar Amerika Serikat (AS) menguat....* was categorized as ontological MC while in T2 strengthen in sentence The rupiah strengthened on.... was also categorized as ontological MC. It was said so, because common within this sphere is personification, where human qualities were assigned to dead objects. Therefore, it can be concluded that ontological MC in T1 was transferred as the same MC as in T2. [ontological MC → ontological MC].

Data B4

T1 : *AirAsia X kembangkan pasar Jepang dan Korsel*

T2 : The X Air Asia expands to Japan and S.Korea

Data B4 shows that the T1 sentence is *AirAsia X kembangkan pasar Jepang dan Korsel*. The word *kembangkan pasar* 'expand the market' was categorized as orientational MC. It was said so because orientational MC deals with spatial orientation (e.g. up-down, in-out, deep-shallow). In this capacity, they were not arbitrary and can differ from culture to culture. The T2 sentence was "The X Air Asia expands to Japan and S.Korea". The word expand was also categorized as orientational MC. Therefore, it can be concluded that orientational MC in T1 was transferred as the same MC as in T2. [orientational MC → orientational MC].

Data B5

T1 : *Jokowi-Kalla Terpilih, Rupiah bisa menguat ke Level 10.000?*

T2 : Jokowi-Kalla were elected, rupiah **can strengthen** to 10,000 level

The word in *menguat* 'strengthen' in T1 and strengthen in T2 can be both categorized as orientational MCs. Therefore, it can be concluded that orientational MC in T1 was transferred as the same MC as in T2 [orientational MC → orientational MC].

Data B7

T1 : *.....sedang berupaya melakukan yang lebih baik, dengan pertumbuhan sektor ekonomi yang relatif sehat...*

T2 :is doing well, with **relatively healthy growth** in economic sector.

Data B7 shows that the T1 phrase **yang relatif sehat** ('relatively healthy growth') in*sedang berupaya melakukan yang lebih*

baik, dengan pertumbuhan sektor ekonomi yang relatif sehat...can be categorized as a structural MC, whilst in the T2 the phrase relatively healthy growth inis doing well, with relatively healthy growth in economic sector was also called as structural MC. It was said so because this MC category is the most common ones occurring so often in everyday speech that the usage often goes unnoticed. It typically involves concrete objects describing abstract notions. Therefore, it can be concluded that structural MC in T1 was transferred as the same MC as in T2. [structural MC → structural MC].

Data B8

T1 : *...secara keseluruhan pertumbuhan ekonomi lebih sehat dibanding masa lalu....*

T2 : The overall economy still seems *healthier* than it was in the past...

Data B8 shows that the T1 phrase *lebih sehat* ('healthier') in *...secara keseluruhan pertumbuhan ekonomi lebih sehat dibanding masa lalu....can be categorized as a structural MC, whilst in the T2 the word healthier inThe overall economy still seems healthier than it was in the past... was also called as structural MC. It was said so because this MC is the most common ones occurring so often in everyday speech that the usage often goes unnoticed. It typically involves concrete objects describing abstract notions. Therefore, it can be concluded that structural MC in T1 was transferred as the same MC as in T2. [structural MC → structural MC].*

Data B9

T1 : *.....perusahaan kelihatannya sehat, tetapi tidak sedikit yang tidak...*

T2 :companies are looking *healthy*. But plenty are not at all *fit*

Data B9 shows that the T1 word *sehat* ('healthy') and the phrase *tidak sedikit yang tidak (sehat)* ('not at all fit') in*perusahaan kelihatannya sehat, tetapi tidak sedikit yang tidak... can be categorized as a structural MC, whilst in the T2 the word healthy and the phrase not at all fit incompanies are looking healthy. But plenty are not at all fit.....is also categorized as structural MC. It was said so because it is the most common ones occurring so often in everyday speech that the usage often goes unnoticed. It typically involves concrete objects describing abstract notions. Therefore, it can be concluded that structural MC in T1 is transferred as the same MC as in T2. [structural MC → structural MC].*

Data B10

T1 : *Pemerintah puas dengan pertumbuhan ekonomi yang sehat...*

T2 : The government now boasts *robust* economic growth....

Data B10 shows that the T1 phrase *pertumbuhan ekonomi yang sehat* ('robust economic growth') in *Pemerintah puas dengan pertumbuhan ekonomi yang sehat... can be categorized as a structural MC, whilst in the T2 the phrase robust economic growth in The government now boasts robust economic growth...was also categorized as structural MC. It was said so because it is the most common ones occurring so often in everyday speech that the usage often goes unnoticed. It typically involves concrete objects describing abstract notions. Therefore, it can be concluded that structural MC in T1 was transferred as the same MC as in T2. [structural MC → structural MC].*

Data B11

T1 : *Pemerintah telah melakukan hal yang sehat ditandai dengan pertumbuhan di beberapa sektor....*

T2 : The government *has done well*, with relatively *healthy* growth in some sectors

Data B11 shows that the T1 word *sehat* ('healthy') in *Pemerintah telah melakukan hal yang sehat ditandai dengan pertumbuhan di beberapa sektor....* can be categorized as a structural MC, and in the T2 the word **healthy** in *was also categorized as structural MC*. It was said so because it is the most common ones occurring so often in everyday speech that the usage often goes unnoticed. It typically involves concrete objects describing abstract notions. Therefore, it can be concluded that structural MC in T1 was transferred as the same metaphor category as in T2. [structural MC → structural MC].

Data B12

T1 : *Pemerintah puas dengan pertumbuhan ekonomi yang sehat...*

T2 : The government now boasts *robust* economic growth....

Data B12 shows that the T1 phrase *pertumbuhan ekonomi yang sehat* ('the healthy of economic development') in *Pemerintah puas dengan pertumbuhan ekonomi yang sehat...* can be categorized as a structural MC, and in the T2 the word **healthy** in *The government now boasts robust economic growth....* is also categorized as structural MC. It was said so because it is the most common ones occurring so often in everyday speech that the usage often goes unnoticed. It typically involves concrete objects describing abstract notions. Therefore, it can be concluded that structural MC in T1 was transferred as the same metaphor category as in T2. [structural MC → structural MC].

Data B13

T1 : *Kondisi ekonomi yang aman mendorong stabilitas bank*

T2 : **Benign economic conditions have encouraged stable banks**

Data B13 shows that the T1 phrase *Kondisi ekonomi yang aman* ('the safety of economic condition') in *Kondisi ekonomi yang aman mendorong stabilitas bank* can be categorized as a structural MC, and in the T2 the phrase **Benign economic conditions in Benign economic conditions have encouraged stable banks....** was also categorized as structural MC. It is said so because it was the most common ones occurring so often in everyday speech that the usage often goes unnoticed. It typically involves concrete objects describing abstract notions. Therefore, it can be concluded that structural MC in T1 was transferred as

the same metaphor category as in T2. [structural MC → structural MC].

Data B14

T1 : *sebenarnya penyakitnya terletak pada hasil putusan di tahun 1992*

T2 : The *malady's* origins lie in a 1992 decision

Data B14 shows that the T1 phrase *sebenarnya penyakitnya* in *sebenarnya penyakitnya terletak pada hasil putusan di tahun 1992* can be categorized as a structural MC, and in the T2 the phrase *The malady's origins* in *The malady's origins lie in a 1992 decision* was also categorized as structural MC. It was said so because it is the most common ones occurring so often in everyday speech that the usage often goes unnoticed. It typically involves concrete objects describing abstract notions. Therefore, it can be concluded that structural MC in ST was transferred as the same MC as in T2. [structural MC → structural MC].

Data B15

T1 : *...inilah hasil dari ekonomi dan demokrasi yang pincang....*

T2 : *...it is the product of a crippled economy and a crippled democracy.*

Data B15 shows that the T1 phrase *ekonomi dan demokrasi yang pincang* ('a crippled economy and a crippled democracy') in *...inilah hasil dari ekonomi dan demokrasi yang pincang....* can be categorized as a structural MC, and in the T2 the phrase *a crippled economy and a crippled democracy* in *...it is the product of a crippled economy and a crippled democracy* was also categorized as structural MC. It is said so because it is the most common ones occurring so often in everyday speech that the usage often goes unnoticed. It typically involves concrete objects describing abstract notions. Therefore, it can be concluded that structural MC in T1 was transferred as the same metaphor category as in T2. [structural MC → structural MC]. From the analysis above, it can be concluded that Data B1, B2, B4, B5, B7, B8, B9, B10, B11, B12, B13,, B14, and B15 in BNAs were called equivalent in MC, i.e. structural MC → structural MC. The rest of the data (Data B3 and B6) are called Non-equivalent (shifts) (See the analysis of Non-Equivalence)

3.3 Equivalence Shift in MC in Business News Articles (BNAs)

In BNAs, it was found only two equivalence shifts in the MC, i.e. in data B3 and B6. One equivalence shift is structural MC → Ø and another one is oriental MC → Ø.

Table 2: Equivalence Shift of MC in BNAs

No. Data	The Shift Results	Shift in MC
B3	T1: <i>Rupiah menguat tembus 11,513 per dolar...</i> T2: <i>Rupiah strengthens to 11,513 per dollar.</i>	str Ø
B6	T1: <i>Harga minyak mencapai di atas \$10,000 per barel hari Senin</i> T2: <i>The price of oil climbed above \$100 a barrel Monday</i>	ori Ø

4. Conclusion

All of the three MCs exist in BNAs of the two newspapers (Kompas daily and The Jakarta Post). The three of them were (1) structural/conceptual (str) MC, (2) orientational (ori) MC, and (3) ontological (ont) MC.

The MC that frequently exist in BNAs was the Structural/conceptual (str) MC, i.e. 66.6%. It was the dominant one. For the rests, 20.0% and 13.3% others were Orientational

(ori) MC and Ontological (ont) MC MC respectively. Related to equivalence shift, 6.6% the equivalence shift happened in ont MC → Ø (common word/phrase) and 6.6% str MC → Ø (common word/phrase).

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